

ABSTRACT OF THE DISCLOSURE

A method for providing rewards to a user who reviews an advertiser's web site in response to clicking a banner advertisement, includes the steps of providing banner 5 advertisements for a first group of a plurality of advertisers on a plurality of websites of a second group; linking the banner advertisements to respective websites of the first group of advertisers; bringing the user to a central website responsible for providing the rewards when 10 the user clicks on a banner advertisement; determining at the central website if the user is a registered user; permitting the user to register at the central website if the user is not a registered user; providing rewards to each registered user for each new banner advertisement 15 clicked on by the user; and then bringing the user to the respective website of the first group of advertisers.